***Extra Innings Project #1 ~ Dance Challenge***

You have been hired by the prestigious NYADA (New York Academy of Dramatic Arts) to develop a marketing campaign to increase the interest of males ages 12-16. There has been a decline in interest from this group! NYADA wants to capture this market to assure attendance at their youth summer programs in the future. You have been asked to choose celebrity who will be good **spokespersons** to promote the NYADA Program to young males. You must decide upon a **major national retailer** to distribute the performance gear to young males. They have also asked you to **plan activities** for males 12-16 to get them more involved with dance. NYADA plans to hold performing arts camps in **major cities** throughout the United States, and some professional dancers will make guests appearances at the camps.

**Challenges: *(Answer this questions directly on this sheet and Save your work)***

1. Which celebrity will you use for your spokespersons? Why are they the best choice(s) to reach out to males 12-18 years old? Support your answers thoroughly.

~ **Answer the question here…**

1. Create a **brochure** that advertises a summer dance camp. (*Try using Microsoft Publisher)*
   * First, choose a major city as your host for the camp.
   * Your target audience is male 12-16 years of age.
   * Make sure to include pictures and detailed text (such as location, date, times, pricing, activities, special guests, sponsors, contests, prizes, etc.).
   * The brochure should be organized and easy to understand. (See Samples)
   * Consider including a registration form for interested participates. Search the Internet for examples.  *Open up Microsoft Publisher –> Choose Brochure –> Pick an Informational Brochure that you like and click create. Just like in Word, you can change text, placement, pictures, colors, etc.*
2. Each participant at the dance camp will receive a **tote bag** with dance merchandise. What merchandise will you include in this tote bag? Who are the sponsors of this merchandise? Why are they good sponsors? Support your answers thoroughly.   
   ***(Reminder: Did you include this information in your brochure…)***

~ **Answer the question here…**

1. NYADA has given you 500 tickets for the next Broadway show. Outline the guidelines for the distribution of these 500 tickets. Remember you are trying to encourage males 12-16 to get more involve with the dance program. (Questions to consider ~ next page)
   * How should the tickets be distributed?
   * Where should they be distributed?
   * Are there any restrictions?
   * Are there different guidelines for each game?
   * Be specific about who receives the tickets and why.

~ **Answer the question here…**

1. Design a **full page advertisement** and contest that will encourage males ages 12-16 to get more involved with the dance program. What will be the contest prize? Are there any restrictions? Be sure to include details & disclaimers. *(Flyer – Try Microsoft Publisher)*

**Completed Project:**

* + Word document with a typed response to challenges listed above
  + Brochure for NYADA’s Dance Camp
  + Full page advertisement for Camp & Contest

**NFL CAMP / DANCE CAMP CHALLENGE RUBRIC**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***Supported Answers*** |  |  |  |  |  |  |
| Q1 – Good Spokesperson, Why? | 5 | 4 | 3 | 2 | 1 | 0 |
| Q3 – Tote/Sports Bag, Merchandise, Sponsors, Why? | 5 | 4 | 3 | 2 | 1 | 0 |
| Q4 –Ticket Distribution, Who, How, Where, Restrictions? | 5 | 4 | 3 | 2 | 1 | 0 |
| ***Brochure*** |  |  |  |  |  |  |
| Targeted Males 12-16 & Used Creativity in Design (Colors, Words) | 5 | 4 | 3 | 2 | 1 | 0 |
| Included Necessary Camp Details (Who, What, Where, When,  Cost, Players, Bios, Schedule, Sponsors, Registration Info, Etc.) | 5 | 4 | 3 | 2 | 1 | 0 |
| Included Appropriate Pictures & Used Good Placement | 5 | 4 | 3 | 2 | 1 | 0 |
| Organized & Easy to Understand | 5 | 4 | 3 | 2 | 1 | 0 |
| ***Flyer- Advertisement & Contest*** |  |  |  |  |  |  |
| Camp Advertisement & Contest Announcement Flyer | 5 | 4 | 3 | 2 | 1 | 0 |
| Contest Details, Disclaimers, Restrictions Explained | 5 | 4 | 3 | 2 | 1 | 0 |
| Organized & Easy to Understand | 5 | 4 | 3 | 2 | 1 | 0 |

Notes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Total **\_\_\_\_\_\_\_\_** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_